An Outline of the Proposed Synopsis

Critical Discourse Analysis of Gender, Language and Ideology in Contemporary Indian English Periodicals

To be submitted to

Swami Ramanand Teerth Marathwada University, Nanded

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Introduction:

Periodicals can be divided into various lines according to the content published in them. Out of the variety available,socio-political-cultural periodicals are supposedly the most ideologically driven. These periodicals are mostly spreading the news stories with the specific ideological stand. Such periodicals have come to occupy a special and major place in print media.

In the 17th century, Europe periodicals started appearing. A new trend of periodicals started by the newspaper. Publishers began to think about the periodicals after the printing press became dominant in Europe. There was a cultural shift in the taste of the people. Soon, the trend became popular in Britain in the early 18th century, three influential periodicals started publishing simultaneously; *The Review* by Danial Defoe, *The Spectator* by Joseph Addison, and *The Tatler* by Richard Steele. These three periodicals published articles on domestic and foreign affairs and certain individual opinions.

The contents in such periodicals help to arouse socio-political consciousness and at the same time shape the mindset of the readers. The setup of the periodicals is different on the ground of gender, language, and ideology that one can understand which periodical it is without seeing its name and by reading its content. Every media outlet is different in its representation of gender, language, and ideologies. Each has a unique stand on these aspects and they follow that throughout their publication in all the stories and advertisements they come up with.

In the recent period, some periodicals are seen changing their approach to the use of language. Some periodicals consider gender-neutral language instead of the traditional one. In it, some periodicals are using words like chairperson instead of chairman by understanding the fact that a woman can also sit in the chair. Language does belong to men as it is a socio-culturally developed phenomenon, the high impact of the society and culture can easily be found on the language. If one looks at it from socio-linguistic perspective, one can find that language has different behavioural patterns for men and women, and the language constitution favours men against women for sure.

The work of Lakoff in 1973, ‘Language and Woman's Place’ focussed on how women’s language revealed their place in society, a place that was generally inferior to that occupied by men. This women’s language has, in retrospect, been called the deficit model as many of the

features of this language show women as deficient to men. Women's language is woven around men's language; it has no independent language origins.United Nations Secretariat Administrative Instruction 29th October 1992 states, "Bias-free language is important because language reflects the attitude of the user. The words that can suggest the superiority of one gender over the other should be avoided. As well as UN Editorial Directive, 14th August 1998 says to avoid sex-specific and potential discriminatory expressions use gender-sensitive language.

Ideology is the set of ideas, beliefs, culture, values, and practices that are shared among the indigenous groups. It is a fact that ideologies are not the same. They are diverse in nature. Some ideologies seem to be superior and some are inferior. It is witnessed in the whole world that the superior ideology dominates the rest of the ideologies around on the grounds of culture, language, political stand, and socio-economical aspects. Dominant ideology uses various apparatuses to safeguard their superiority. At the same time, inferior ideologies always try to struggle with the superior ideologies to claim their place and position in society. This struggle is a continuous process at the same time it is dynamic in nature. This struggle between the ideologies demands the tools to spread their ideologies and to reach a huge group of people with a similar thought process.

Media, from the beginning and in all the corners of the world, has been employed as a tool for transmitting and spreading ideology. The media is meant for the general people of the country. They consume the media content with inadequate filtrations, which helps the influencers to have an impact on the minds of the readers very easily. The readers of the media content hardly go deep and check the connotative meanings and the hidden discourse in it. It becomes necessary to understand the ideological influence of the dominant group. It is usually deeply rooted in the discourse of the periodicals. It is not clear enough to be understood by general people without going deep into it. The ideology is an abstract concept with no specific definition. Though it is an abstract term, it can be analysed with the help of tools in critical discourse analysis.

The influence of cultural, social, and philosophical forms on media forms is well documented. The wide circulation of the texts went hand in hand with the dispersal of political, intellectual and religious, and cultural ideas. Therefore it became a tool for the ideology spread. Here, the researcher will not examine ideology with the specific activities depicted in a single periodical but as in the broader system of meaning of which these depictions are part.

Periodicals are the tool of the culture industry. They are being used for mass deception. In Adorno's 'Dialectic of Enlightenment', he views the culture industry as mass deception. He refers to the culture products like films, magazines, and TV serials. The culture industry has been producing cultural products for the conception of the masses.

Adorno says that production and development are not done for the welfare of the general people rather it is sustaining itself for manipulating the consumers of the content and the idea of production and development is about the maximization of the profit of the capitalist therefore it ultimately leads to the exploitation. So, according to Adorno and Horkheimer, the culture Industry transforms culture into an ideological medium of domination.

The periodicals are also a tool to establish cultural hegemony slowly through language and representation. The periodicals and any media platform can play a crucial in cultural hegemony. Cultural hegemony is the concept coined by Antonio Gramsci, the Italian Marxist intellectual and politician. Hegemony, to Gramsci, is the "cultural, moral and ideological" leadership of a group over allied and subaltern groups. It is based on the equilibrium between consent and coercion.

Critical Discourse Analysis

Discourse Analysis is a way of approaching and thinking about a problem to provide a tangible answer to the problems. It is a way based on scientific research and enables us to understand the conditions behind a specific problem and make us realize the essence of that problem and its resolution. The research employs Critical Discourse Analysis (CDA) to analyse the representation of women in political media discourse. The thesis is based on the systematically chosen content from the Contemporary Indian English Periodical, *The Caravan, The India Today,* and *Open*. The research proposal has suggested the significance of discourse and power and the role of language in maintaining and reinforcing it.

The study follows CDA which has its root in Foucault and many other schools of thought. discourse, as understood in CDA, is quite similar to Foucauldian discourse. Foucault produced a historical analysis of discourse and power. He investigated the exercise of social power in/through discourses.

On the other hand, Fairclough aims to account for how people are constituted in social struggle through discourse. he attends to how the practices of the social sciences have shaped and continued to shape the institutional discourses forming subjects. His contribution is in constructing a model of discourse as social practice allowing detailed linguistic analysis of the interaction of individuals as realisations of these subject-shaping practices.

Statement of the Problem:

The present researcher argues that the contemporary Indian English periodicals are different in their gender, language, and ideological representations. These periodicals are opinion makers and influencers for the general people those who are the citizens of the country. Therefore the dominance over these periodicals is by a certain ideology and a biased gender representation is certainly influencing the minds of the citizens. As this media platform is constructing the discourse, It is necessary to study this discourse critically.

The present study investigates the contents of contemporary periodicals in the English language in India. The aim is to study the aspects of the gender, language, and ideology performed in the write-ups of the following periodicals: *The Caravan*, *India Today*, *Outlook*, and *Open*. A number of texts will be collected from the selected periodicals following certain standard methods of sample collection.

Research Methodology:

- Study of social and cultural practices using the tools of Critical Discourse Analysis.
- The data for the qualitative study has been exhaustively collected from contemporary periodicals.
- The collected data will be subsequently analysed.
- The textual grammatical analysis includes studying the kind of discourse representation in the sample texts. (Description)
- Discursive analysis or processing analysis of the sample text. (Interpretation)
- The Analysis of social practices is concerned with the discourse in the sample text. (Explanation)

- The present research work will be entirely based on the analysis of primary sources. The primary sources will be contemporary Indian English periodicals.

Hypothesis:

- The discourse of the magazines varies from a periodical to periodical.
- The periodicals are ideologically inclined towards the dominant group.
- There is a greater impact of women's orientation on the linguistic elements which are used in the periodicals
- The language of the periodicals is shaping the culture of the society and vis-à-vis.

Aims and Objectives:

- The aim is to inculcate critical awareness of gender, language, and ideology against the manipulative techniques adopted by contemporary print media.
- To understand the media discourse on the grounds of language, gender, and ideology.
- To analyse the relationship between gender, ideology, and language of the selected content.
- To examine the media content with respect to its roots.
- To understand the text, discursive meaning, and social practices of the contemporary period with the help of periodicals of the age.
- To bring forth the conditions of gender and ideology in the media outlets.
- To investigate the various elements and aspects of the language, gender, and ideology in contemporary periodicals.

Significance of the Study:

- It proves how the discourse affects the picture of the groups or people portrayed.
- It provides a linguistic framework for the critical discourse analysis of the media.
- It shows the relationship between analytical reading and impressionistic reading.

Review of Literature:

According to Van Dijk (2006), critical discourse analysis is primarily interested in and motivated by the endeavour to understand pressing social issues. Critical Discourse Analysis basically studies social forms of society such as inequality, dominance, social power abuse, and how these forms are enacted, legitimized, reproduced, and resisted by text and talk in the social and political context (Van Dijk, 1993). According to Fairclough and Wodak (1997), there are some basic tenets of CDA. First, CDA addresses social problems. Second, it does ideological work. Third, it constitutes society and culture. Fourth, discourse analysis is interpretative and explanatory.

To Fairclough (1993), CDA aims to:

"Systematically explore often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events, and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony."

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For CDA, analysis, of course, includes analysis of texts. Many methods have been developed in linguistics (phonetics, phonology, grammar, semantics, lexicology), pragmatics, stylistics, sociolinguistics, argumentation analysis, literary criticism, anthropology, conversation analysis, and so forth. In principle, any such methods might be recontextualized within CDA, though note that this implies that they may need to be adapted to fit in with CDA's principles and purposes. (Fairclough, 1995)

The focus of the present study is to discover the links between language, gender, and ideology through the analysis of contemporary periodicals. Fairclough in his 'Language and Power' (1989) discusses the connection between the use of language and unequal relations of power.

He posits that “the significance of language in the production, maintenance, and change of social relations of power”

“Language and ideology in advertising a critical discourse analysis of advertisements in selected Indian print and electronic media” is doctoral research by Lunyal Vandana submitted to the Department of English, Punjab University. This research analyses the language and ideology with the help of critical discourse analysis. The analysis includes the study of semiotics, transitivity, modality, pragmatics, speech act theory, contextual analysis, conversation analysis, intertextuality, etc.

“Language Power and Ideology A Critical Discourse Analysis of Advertisements” is a doctoral research thesis of Venkat Reddy K. submitted to the Department of English, The English and Foreign Language University, Hyderabad. In the thesis, CDA is successfully used to study how racism and prejudice are reproduced through the news reportage, production of public discourse, and instructional materials in countries like the Netherlands, Australia, and England.

Tentative Chapter Scheme:

Chapter 1

Introduction

This chapter will contain the introduction to the topic and the introduction of the terms and concepts related to the topic, the historical background of the topic in it. In this chapter, the concept of gender, language and ideology will be discussed along with the historical background of the concerned periodicals.

Chapter 2

Overview of Discourse, Discourse Analysis, and Critical Discourse Analysis

The chapter discusses the state of affairs within linguistics and the explanatory power of Discourse Analysis in general and Critical Discourse Analysis (CDA) as a critical tool to unfold the hidden agendas of linguistic actions. In this chapter, different tools are used in the course

of Critical Discourse Analysis. It also covers the methods that are employed in the research process.

Chapter 3

Gender: The Discourses belonging to Men

In the present chapter, the concept of 'gender' as a social construction will thoroughly be discussed. The concept of gender with the help of various definitions and explanations by the theorist will be discussed in this chapter.

In this chapter, the linguistic and discourse analysis of gender will take place together with the role of gender analysis in the media. In the selected periodicals, how gender is represented is discussed in detail in this chapter.

Chapter 4

Language: Cultural Development

As we know language is an important aspect of any media platform be it print, be it visual, or be it in audio format. Language plays a crucial role in media. As the language play can make it easy for the media outlets to cover news with their policy and to present it with the different layers of the meanings.

The analysis of the media language is done by employing critical discourse analysis tools. In this chapter, the various roles of the language are discussed and brought forth.

Chapter 5

Ideology: Dominance through Discourse

In this chapter, the concept of ideology in detail will be discussed. In it, the role of ideology in influencing the group of people is focused. In the media, most of the media platforms stand with one or another ideology. As they try to impose the ideological elements through the writings of the periodicals. This chapter will try to bring this to the surface with the help of critical discourse analysis.

Chapter 6

Summary and Analysis

In this chapter, the researcher will summarize the research work which has taken place in the previous topics of the thesis. It will give a brief understanding of the wholeness of the previous chapters. At the same time, it will analyse the data collected from the various periodicals. The researcher will analyse the findings of the research.

Chapter 7

Conclusion of the study:

In this last chapter, the researcher will conclude the research work. It will test the hypothesis and will give the concluding remarks. As well as it will give the idea of the scope for further research in it. It will also add the limitations of the present research.

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